

For Tuesday

Store Hours, 9 to 5:30

There is tonic for any man with the blues in just watching the enormous business at Gimbels.

GIMBEL BROTHERS
MARKET · CHESTNUT :: EIGHTH · NINTH

Monday, January 31, 1921

Furniture reductions? Yes, many sales are in progress. Compare. Who had lowest "full" price?

For Tuesday

Very Important FURNITURE Selling Going on at the GIMBEL STORE

And the Largest Business We Have Ever Known

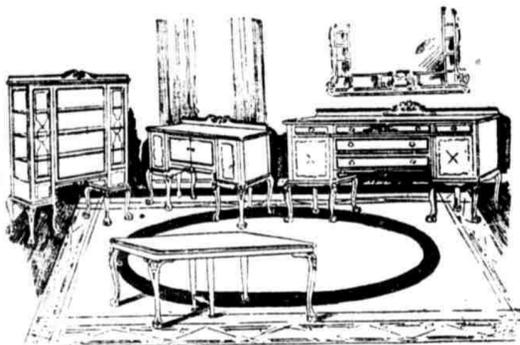
We outran them!

A cartoon in New Orleans Times-Picayune, and reproduced in the Literary Digest, showed a giant toboggan slide—Manufacturers' prices near the bottom, Retailers' prices scarce started down, and the legend (signed by the Manufacturer) was: "Hey, you be supposed to follow me!"

The country has pretty generally swung around to lower prices, and retailers (judging from those we should know best—our own stores) have kept pace in the coasting with the best of price reformers.

In furniture, conditions have sanded the track to lower costs—prices lower slowly; too slowly to meet our ideas of duty to the public, so—

\$950 Four-Piece Dining-Room Suites, at \$475



Beautiful suite, as illustrated, made of American walnut. 72-inch, eight-leg buffet, 48-inch, eight-leg serving table, 48-inch china closet, 48x60-inch oblong extension table, finest of construction. Magnificent massive suite, complete in every detail. Four pieces, regular value \$950. Half price at...

We Lead the Toboggan Slide to Right Prices

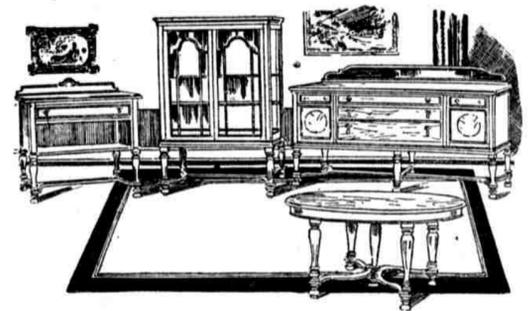
These transition months have made producers and retailers face fat money losses—but they had to come in fairness to the public. We cannot see how any line of goods can escape "shrunken inventories."

Furniture Is Such a Large Slice of the Gimbel Business That We Must Maintain Leadership

No one American store has furnished as many hotels; none has furnished as palatial hotels—and hotel furnishing is the hardest test—to meet conditions of beauty, charm and the vogue, with great durability in service.

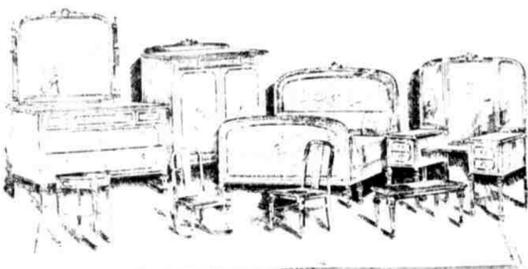
So great is the volume of our furniture business and to such efficiency have we brought its handling—so decidedly lowest are our expenses, that—

\$500 Dining-Room Suites, Four Pieces, \$250



Solid mahogany dining-room suite, as illustrated, William and Mary design, 5-foot buffet, 54-inch top extension table, large serving table and china closet. Four pieces, regular value \$500. Half price.....

\$700 Chamber Suites, Four Pieces, \$350



Magnificent suite as illustrated, Louis XVI design, walnut or mahogany, 48-inch bureau, 30x38-inch plate mirror, semi-vanity dressing case, bow-end bedstead, large chiffonier, finest construction and finish. Four pieces; regular value \$700. Half \$350

Gimbels Regular Prices Are Uniformly Lowest

And the savings in this tremendous "February Sale" are figured from our regular prices—not the usual higher prices prevailing in Philadelphia.

The System of Marking Goods in this Sale is new with us, but even more simple and convincing than our former way. Each piece is marked with its regular price and the percentage of saving offered.

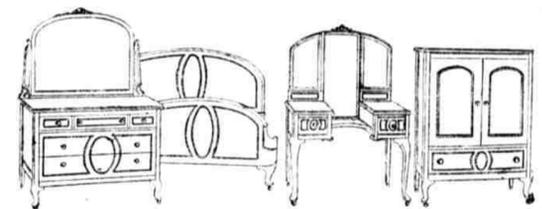
Save Half That means to buy piece or suite at half the New Year's price at Gimbels.

Save 45% That means, to use an illustration, that you would pay \$330 for a \$600 Gimbel suite—while the full price elsewhere for similar suite may have been even a hundred dollars more.

Save 30% In every case, save from Gimbel price, invariably the lowest.

Save 25% In real money bringing the purchase to a price quite apt to be a full third under the general full price.

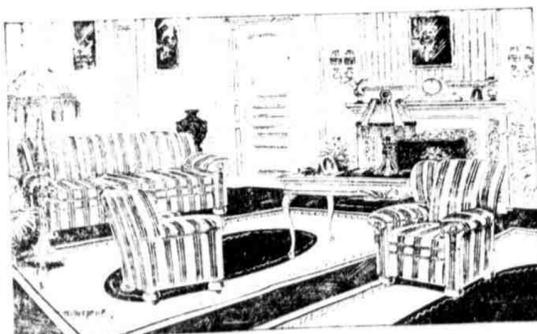
\$700 Chamber Suites, Four Pieces, \$350



Magnificent suite as illustrated, Queen Anne period, 52-inch bureau, 40x30-inch plate mirror, large chiffonier, semi-vanity dressing table, full-size bow-foot end bedstead, finest construction and finish. Four pieces; regular value \$700. Half \$350

Same suite with 3 ft. 3 in. twin bedsteads is valued at \$875; now at.....

\$625 Living-Room Suite, Three Pieces, \$300



Magnificent upholstered living-room suite as shown, finest construction and coverings of fine grade tapestry, silk velour trimmings, three pieces consisting of davenport, arm chair and high-back wing chair. Regular value \$625. At less \$300 than half price.....

More Than a Million-Dollar Furniture Stock Here to Choose From

Any furnishing need can be exactly met—not necessary to "put up" with something for the sake of saving something.

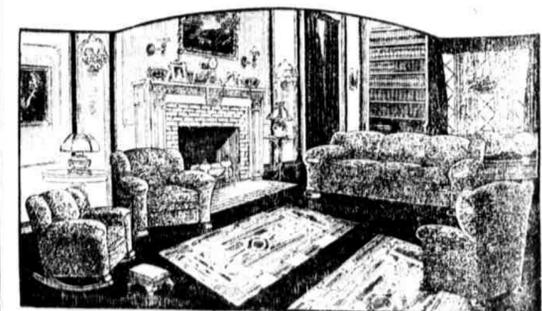
Select exactly what you require—and save very much.

Hundreds of Suites and single pieces are at exactly half price and bear a special red guarantee tag to emphasize the fact.

Partial Payments cheerfully arranged—giving a long time in which to pay for the specially priced sale furniture.

—Gimbels, Sixth floor.

\$700 Living-Room Suite, Three Pieces, \$350



Magnificent living-room suite, luxurious English type upholstery, consisting of davenport, arm chair, high-back wing chair or rocker, coverings of silk mohair in blue or mulberry colorings. All outside backs covered in the same materials. Regular value \$700. Half price.....